



End Semester Examination

A.Y.: 2022-2023

Max. Marks: 75	Duration: 3 hrs.
Class: B.Tech.	Semester: VIII
Course: Sales and Marketing Management	Course Code: DJ19PEDO8016
Program: Production Engineering:	
Instructions: (1) This question paper contains two pages. (2) All Questions are Compulsory. (3) All questions carry equal marks. (4) Answer to each new question is to be started on a fresh page. (5) Figures in the brackets on the right indicate full marks. (6) Assume suitable data wherever required, but justify it. (7) Draw the neat labelled diagrams, wherever necessary.	

Q.1	a)	What is Marketing? How can you differentiate between Selling and marketing?	7
	b)	Discuss E-business and its impact. Also state its advantages and disadvantages. OR What constitutes the macro and micro environment of a company? Explain the Macro environmental elements in detail.	8
Q.2	a)	Explain 'CRM' concept. State its need, importance and advantages.	7
	b)	Write a short note on the following (Any Two) i) Attracting and retaining customers ii) Survey of customer needs iii) Cost of lost customer OR Define 'Branding'. Explain the various features of Branding.	8
Q.3	a)	Explain the key stages in the process of new product or service development.	7
	b)	What is portfolio management? Explain in detail the importance of portfolio management. OR Explain the various stages of Product Life Cycle.	8
Q.4	a)	What is Pricing? State and explain various factors influencing pricing policy.	7
	b)	What are several steps to develop a marketing implementation plan? State various benefits of a marketing implementation plan. OR Discuss the criteria for selecting a channel of distribution.	8
Q.5	a)	Explain in detail the recent trends in marketing.	7
	b)	Write a short Note on the following (Any Two) i) Advertising and Publicity ii) Consumer behavior iii) Buying decision process iv) Customer satisfaction audit	8



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DWARKADAS J. SANGHVI COLLEGE OF ENGINEERING

(Autonomous College Affiliated to the University of Mumbai)

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